

ADRA Ambassadors Meeting - 27 April 2025

Agenda

- Welcome and prayer
- 2025 Annual Appeal Check-in
- Reminder of 2025 Annual Appeal Resources
- New 2025 Annual Appeal Promotional Videos
- How to Promote your Annual Appeal Activities
- ADRA Europe Art Contest – Update
- Myanmar Emergency Appeal Launch and Update
- Disaster Famine and Relief Offering (DFRO) – Sabbath May 10th
- Ambassadors Required for ADRA-UK Promotion
- Questions / Comments

MEETING NOTES

2025 Annual Appeal Check-In

- The Ambassadors were given an opportunity to share how their annual appeal has been going since the launch on Sabbath March 29th. The Ambassadors shared what they have done so far and what else they have planned for the rest of the Annual Appeal period. Some of what was shared include:
 - A church has issued their envelopes through their Sabbath School classes and explained that they are doing a similar thing with their Children Sabbath School, although the Children Min. Leader have not distributed the coin cards to the children as yet. They have been utilising the promotional videos to aid the promotions.
 - Another church is organising a 300,000 step challenge for the end of June and a Cake and Craft Slae for the 1st week of July.
 - Another Ambassador shared they issued envelopes to all the Board Members as they want to lead by example. Envelopes were also issued to neighbours, friends and families.
 - On Deacons and Deaconesses Day being held June 14th one church will collect a special offering for the appeal.
 - One church has a promotional stall at their local community Fair coming up in June and they will be promoting ADRA and collecting for ADRA at the event.

Reminder of Annual Appeal Resources

- These were shared again with a reminder of the items that are sent by request only. These include: coin cards, donation boxes and receipt books.
- The Reporting spreadsheet was shared and Ambassadors were encouraged to use the sheet to help them to keep track of donations coming in.
- ADRA-UK Bank Account Details were shared with the Ambassadors to enable them to deposit directly to ADRA UK Accounts if they are able.

Pathfinder and Adventurer ADRA Annual Appeal Honours / Awards

- An overview was given of the Honour that Adventurers and Pathfinders can do for the annual appeal.
- All the requirements for Adventurers were shared as well as the requirements for Pathfinders along with the respective URL links with all the details for each award.

New 2025 Annual Appeal Promotional Videos

- Two new videos have been produced to help promote the 2025 Annual Appeal. They will feature two ADRA-UK team members – Abigel Gordon, Communications Officer and Jose Orozco, Programmes Officer.

How to Promote Your ADRA Activities

- Ambassadors were encouraged to share and promote their ADRA activities and reminded that in doing so they help to build awareness and support for the cause.
- Some tips were shared about how Ambassadors can promote their ADRA activities on social media channels, local community media and across the church network.
- A contact list of all the media channels across the respective conferences, and missions was shared.

ADRA Europe Art Contest Update

- 274 entries have been received for the contest. This is a record as it's the most entries ever received since the contest began.
- 16 Shortlisted artworks have now been published on the ADRA Europe website for public voting.
- Ambassadors were encouraged to promote the link to view the artworks and to vote for their favourite in each category.
- Winners for the contest will be announced at the virtual awards ceremony being held on World Refugee Day Sabbath – June 21st.

Myanmar Emergency Appeal Launch and Update

- Information was shared on the Myanmar earthquake with an overview given on the main areas affected.
- Photos and videos were shared showing some of the damage and a video of an earthquake victim sharing his story.
- Insights were given based on needs assessment in the affected towns and villages.
- Information was shared on ADRA's response to the earthquake and some of the achievements so far.
- ADRA-UK Myanmar Appeal landing page was shared along with an update on how much has been raised since its launch and how persons can donate to the cause.
- Ambassadors were encouraged to support the appeal by sharing the link to the landing page to see more information and to donate.

Disaster, Famine and Relief Offering (DFRO) 2025

- The annual DFRO is coming up worldwide in SDA churches on Sabbath May 10th.
- Resource Packs will be shared soon with more information.
- In the meantime, please speak to your church leaders (Pastors, Elders, Treasurers) to check if they are aware and encourage them to support the campaign and to collect this special offering.

Ambassadors Required for ADRA-UK Promotion

- Ambassadors were asked to volunteer to be featured in a promotional campaign about ADRA. ADRA-UK is seeking about 3-4 ambassadors for this. The respective ambassadors will be interviewed about their service to ADRA. Ideally, we would like to showcase the diverse make up of the Ambassadors – so we are looking for: a seasoned ambassador, a youth ambassador and a new ambassador (mix of genders).
- The following ambassadors have volunteered so far: Shenice (Hounslow SDA), Roko (Musselburgh SDA) and Roseline (Hampstead SDA) said she will think about it.

Q&A | Comments**ADRA Annual Appeal Honour – Adventurer and Pathfinder**

- Can ADRA consider adapting the requirement for the awards to be more inclusive – taking SEN children into consideration (children with learning disabilities) who are unable to speak, write, draw etc...
 - Petrian will speak to ADRA-UK CEO and try to arrange a review with the relevant stakeholders.
- Is there a Master Guide Requirement during the MIT (Master Guides in Training) programme?
 - Petrian will check on this. She explained that when she did her training a few years ago it was not listed as a requirement. However, the coordinators of the MIT Programme usually update the requirements on an ongoing basis so its worth consulting with them.

Disaster, Famine and Relief Offering – Sabbath May 10th

- May 10th is not a convenient time to do this collection as its during the middle of the Annual Appeal drive.
 - Petrian explained that although that is the official date set by GC | ADRA International, churches can take up the offering when they are able.

General question

- Master Guide – is there a way to engage with Pathfinders getting involved with ADRA-UK
- Yes there are honours/awards that Pathfinders and Adventurers can do.

Actions

- Pin the ADRA Ambassador only (resource page) link in the WhatsApp group.
- Share the 2 new promotional videos for the 2025 Annual Appeal.
- Share the resources for the DFRO campaign.